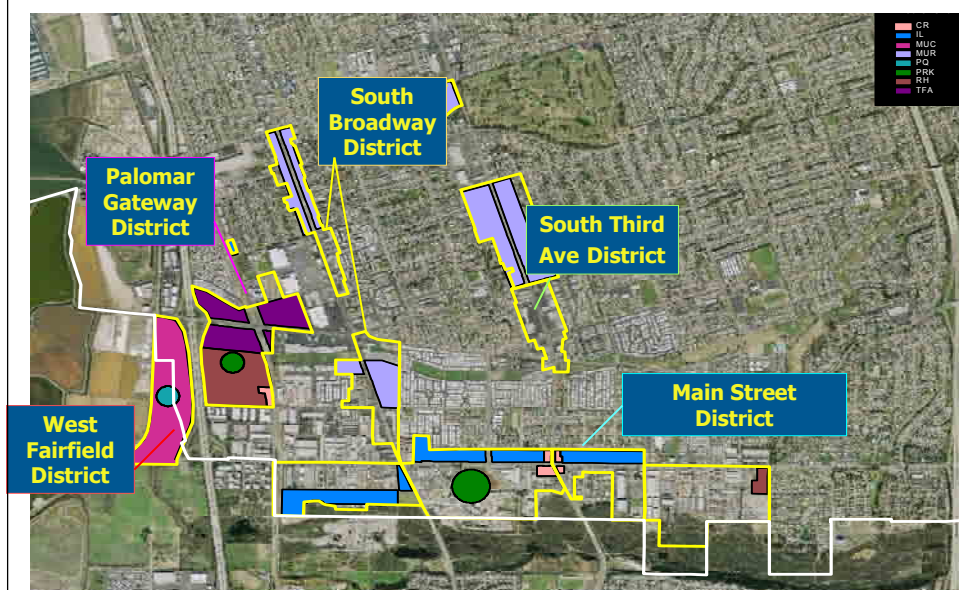




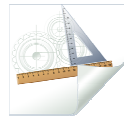
Southwest Working Group

January 20, 2010

SW Planning Districts



General Plan Implementation



Plans:

- Specific Plan
- Master Plans
- Streetscape Master Plans
- Precise Plans



Planning Toolbox



Design Guidelines



Economic Incentive Programs

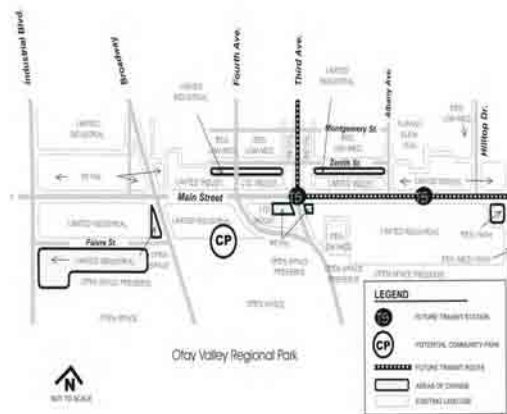


Code changes:

- Update Non-Conforming Use regulations
- Update Mixed-Use Development Standards
- Update Zoning to Match General Plan

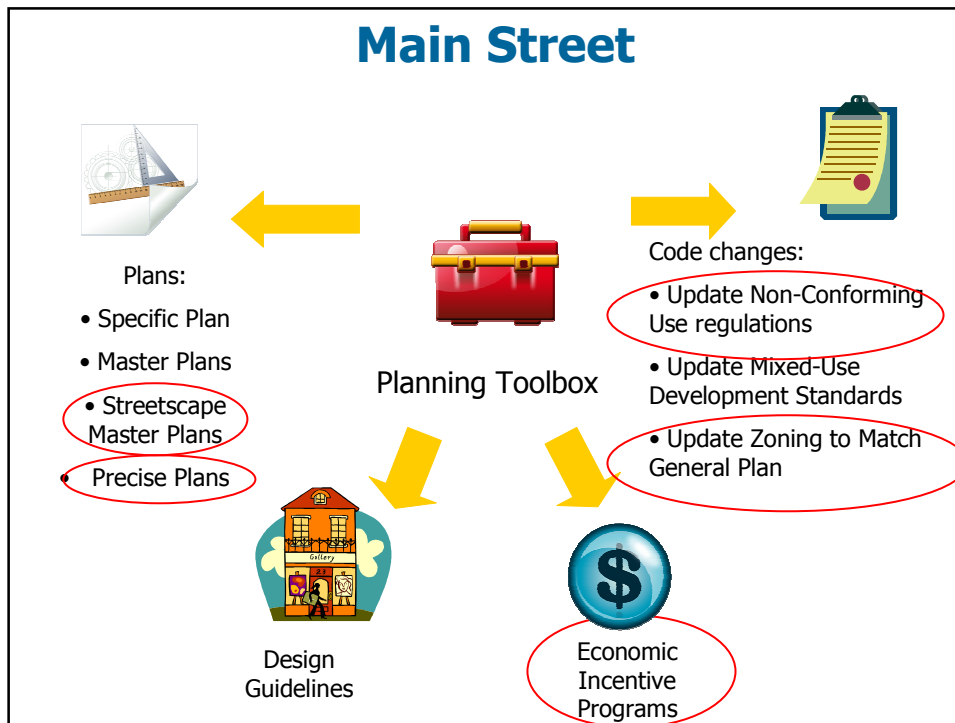
Vision Main Street

- Enhance strong business district along Main Street
- Improve streetscape
- Balance Community's economic needs w/ linkages to neighborhoods
- Explore opportunities to restore sensitive habitat areas & create active recreation areas as mining activities phase out



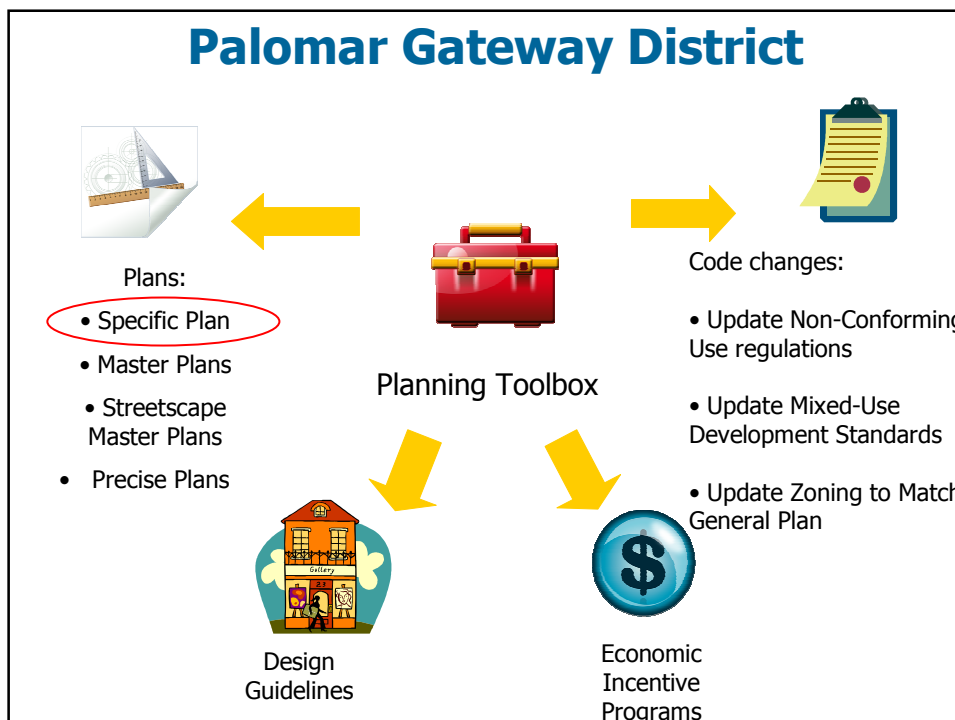
New Industrial along Main Street

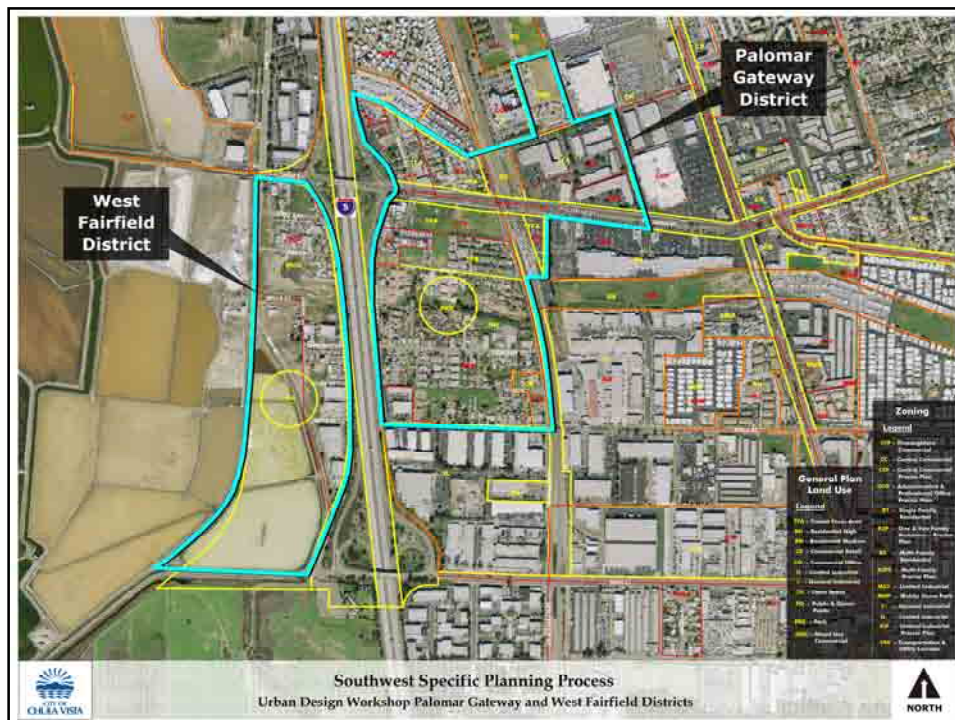
Main Street



Main Street Streetscape Master Plan

- City Staff Team Introduction
- What is a Streetscape Master Plan?
- Why is it necessary – GP Vision; Public Comments from Urban Design Workshop
- How SWWG will get involved in development of the Master Plan





State Requirements For Specific Plans

- State Government Code Section 65450-57 allows and regulates the preparation of Specific Plan to implement General Plans.
- Government Code Section 65451 requires:
 - Statement of relationship between the Specific Plan and General Plan
 - Text and maps that show the following:
 - Distribution and location of land uses
 - Distribution and location of infrastructure to serve uses
 - Development Standards and Criteria
 - Implementation Measures
- Government Code 65454 requires consistency with General Plan

SANDAG Grant for the Palomar Gateway Specific Plan

- Planning Grant for preparation of Specific Plan and Environmental Impact Report
- \$400,000 Grant
- \$150,000 Matching Funds from Redevelopment
- Plan will include Zoning-level standards and Design Guidelines to establish a mixed-use transit focus area near the Trolley Station

Attachment 1: Detailed Scope of Work

Task	Description	Deliverables	Public Participation
Objective 1: Prepare a Specific Plan for the PGD			
1.1	Finalize Scope of Work		
1.1a	Revise Scope of Work to reflect tasks completed in prior planning efforts	Revised Scope of Work	
1.1b	Determine whether a consultant should be hired and extent of involvement' issue RFP	RFP	Representative of public should sit on selection committee
1.2	Develop Public Participation Strategy		
1.2a	Identify stakeholders	Stakeholder contact list	Recruit participants from Southern United in Action, "Community Design Workshop," SW Civic Association, local business association and by advertising meetings via media and mail
1.2b	Develop Outreach tools, methods and procedures	Public Participation Strategy	Strategy may recommend the establishment of an Advisory Group for the Specific Plan
1.3	Develop tentative meeting schedule, including selection of meeting location(s)	Tentative meeting schedule	
1.4	Review existing land use		
1.4a	Review existing land use		The Existing Conditions analysis should take community attitudes about existing land use into account by incorporating input received at the Community Design Workshop.
1.4b	Review infrastructure conditions, capacity, LOS		
1.5	Review existing policies especially incompatibilities between the Zoning Code and General Plan	Existing Conditions Summary Report	
1.6	Conduct a Specific Plan Kick-off Workshop		
1.6a	Hold a Specific Plan Kick-off workshop to review work program, review existing conditions, and refine boundaries generally described by 2005 General Plan	Public Workshop	The purpose of this workshop would be to introduce the specific planning effort
1.7	Create Specific Plan Boundary Map	Boundary Map	
1.8	Complete technical studies		
1.8a	Mobility Plan		To capture the most accurate information for these studies, public surveys and interviews may be conducted
1.8b	Infrastructure Assessment and phasing		
1.8c	Market Analysis		
1.8d	Implementation Analysis		
1.9	Update zoning regulations to reflect General Plan	Updated Land Use Map	
1.10	Hold public workshop to review new zoning	Public Meeting	

Detailed Scope of Work

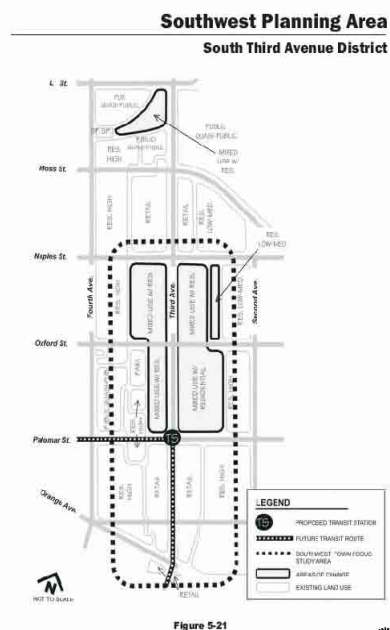
Attachment 1: Detailed Scope of Work (ct'd)

1.7:	Prepare Draft Specific Plan'		
1.7a	Prepare land use and zoning regulations section based on results of step 1.6	Draft Specific Plan	Present to Advisory Group
1.7b	Produce circulation map		
1.7c	Prepare infrastructure plan		
1.7d	Prepare design guidelines		
1.7e	Develop implementation strategy		
1.8:	Specific Plan Review and adoption process		
1.8a	Present Draft Specific Plan at a public workshop	Public Workshop	Public comments provided and considered
1.8b	Revise plan, as determined necessary		
1.8c	Produce final plan	Final Specific Plan	
Objective 2: Prepare an EIR for the Specific Plan Area			
2.1	Finalize EIR Scope of Work/ Hire Consultant	Scope of Work, RFP	Representative of public should sit on selection committee
2.2	Prepare initial study/ Prepare and distribute Notice of Preparation	Initial Study/ NOP	
2.3	Public Scoping Meeting	Public Meeting	
2.4	Draft EIR		
2.4a	Complete the technical studies for the draft EIR.	Draft EIR	Circulate Draft EIR for public review
2.4b	Prepare EIR		
2.5	Prepare Final EIR - Prepare written responses to public comments	Final EIR	
2.6	Certification of Final EIR		

Detailed Scope of Work

Vision South Third Ave.

- Create "Town Focus Area"
- Link community oriented uses with adjacent neighborhoods
- Add new Mixed Use – Local Serving Retail with Higher Density Residential Uses above
- Improve transit service - link to areas east and west
- Upgrade appearance of commercial corridor



South Third Avenue

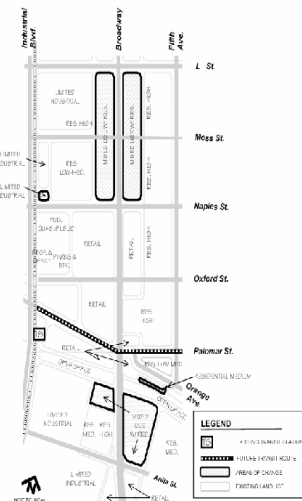


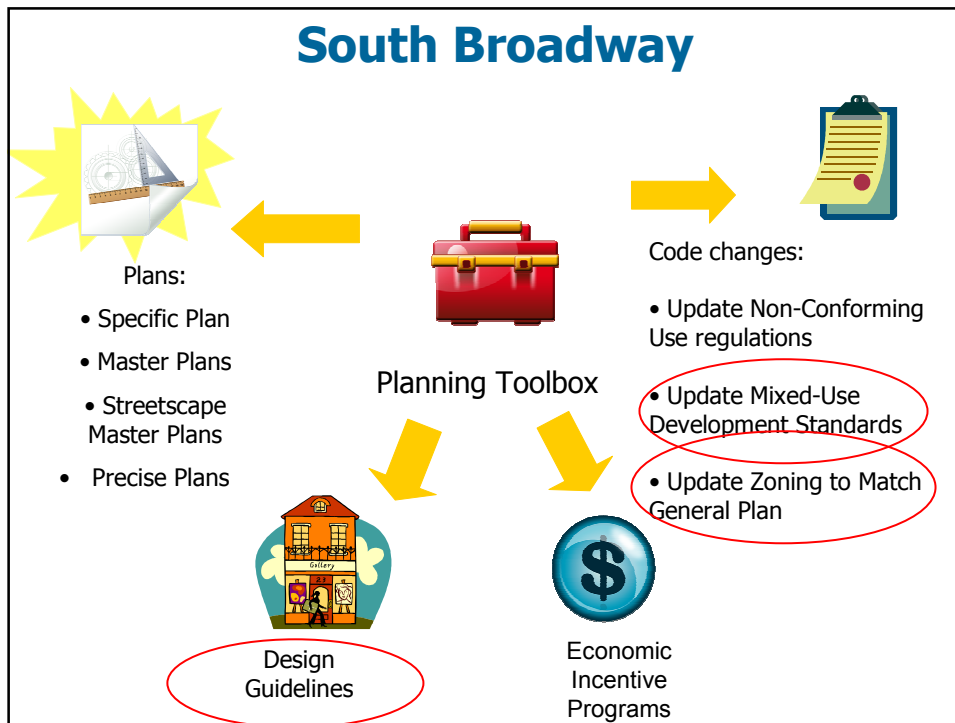
Vision South Broadway

- **Add New Mixed Use - Commercial/Office with High Density Residential above**
- **Upgrade Appearance of Commercial Corridor**
- **Ensure compatibility between existing residential and new commercial uses**
- **Transition auto repair to industrial area along Main Street**



Southwest Planning Area South Broadway District





South Third/ South Broadway

Existing Regulations, Standards and Design Guidelines

- **Existing Commercial Zones**
 - **Central Commercial (C-C) along Third Ave.**
 - **Commercial Thoroughfare (C-T) along Broadway**
- **Mixed Use Development Standards**
- **Mixed Use Design Guidelines**

Mixed Use Development Standards (CVMC 19.58)

- Permitted through CUP
- Residential density up to 32 du/ac (R-3 zone)
- Commercial & Residential uses planned together
- Independent parking/access/circulation
- Residential component open space requirements (400 sf/unit)
- Internal compatibility btw. uses



Creekside Vistas
914 Third Avenue

Los Vecinos
1501 Broadway



760 Broadway

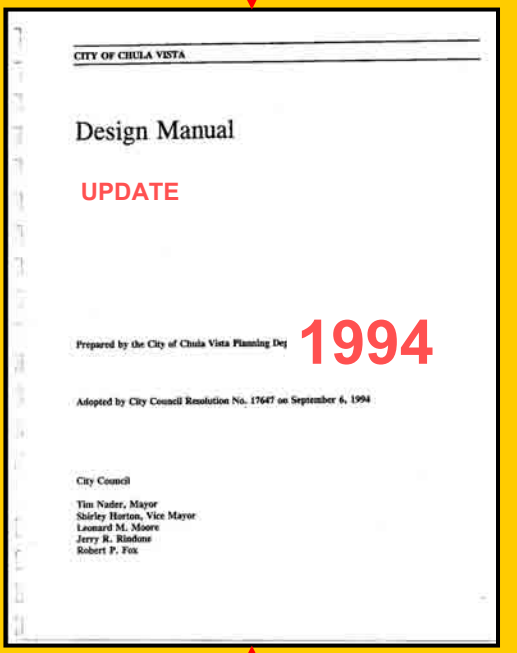
Seniors on Broadway
825 Broadway




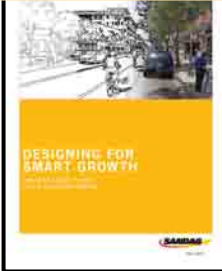
Commercial Thoroughfare (C-T) Zone (CVMC 19.40)

- Purpose and Intent
- Permitted Uses
 - Does not allow residential
- Conditional Uses
- Development Standards
 - Height
 - Building setbacks
 - Parking
 - Landscaping

South Third/ South Broadway



South Third/ South Broadway



Next Meeting

- **Calendar next meeting – February 17th**
- **Palomar Gateway - Existing Conditions Assessment**
- **South Third Ave. and South Broadway
 - **SWWG Input on Design Guidelines**
 - **Preliminary Draft Zone updates****

Questions?